POP GUIDE

Placement starting 2/25/07

INCLUDES:

Custom Robo Arena, Wii Q1,
Pokemon Diamond & Pearl Presell

POP GUIDE BY ACCOUNT

Best Buy

NO POP SENT

Circuit City

NO POP SENT

Fred Meyer

Items Included in Retailer Kit:

63234 Dangler, Tbar Wii Q1	(N)	

Fry's

Items Included in Retailer Kit:

63234 Dangler, Tbar Wii Q1	(N)	

Game Crazy

Items NOT Included in Retailer Kit:

Suggested:

63233 Poster, Static Wii Q1 15x20	(N)	
63316 Poster, Static Pok Di/Pl Presell	(N)	

Items Sent Direct to Store:

63236 Graphic, NR Twr Wli Q1	(D) -	Replace 60243, Brain Age SEE PLACEMENT GUIDE
63237 Shelf Sign, Pok Di/Prl Presell 8x3	(D2x) -	Place on shelf in Hollywood Video in kid's section, near Pokemon videos SEE PLACEMENT GUIDE

Game Rush (Blockbuster)

NO POP SENT

GameStop

Includes Babbages, Funco, Software Etc., EB Games, EB World

Items Included in Retailer Kit:

63234 Dangler, Tbar Wii Q1	(N)	

Items NOT Included in Retailer Kit:

63004 Demo, Gpk NTR Ddy K Racing -FL	(N) -	NTRM04ND, replace 62178 Yoshi's Island DS
63006 Graphic, DS Dual Inline Diddy/Wario	(N) -	NTRM04ND, replace 62043 EBA/Yoshi
63335 Demo, Gpk NTR Wario MD –PT	(N) -	NTRM04ND, replace 62323, Elite Beat Agents

* - Indicates that you must scan the barcode on this item.

GameStop (Continued)
Includes Babbages, Funco, Software Etc., EB Games, EB World

Suggested:

63233 Poster, Static Wii Q1 15x20	(N)	
63316 Poster, Static Pok Di/Pl Presell	(N)	

Items Included in DS Interactive Kit:

63335 Demo, Gpk NTR Wario MD –PT	(N) -	NTRM04DF, replace 62484, Kirby Squeak
63153 Graphic, DS Floor/Counter Wario MD	(N) -	NTRM04DF, replace 62440, Kirby Squeak

Items Included in Wii Interactive Kit:

63395 Graphic, RVLM06F Zelda TP V2	(N) -	RVLM06F, Place in left graphic holder, replace 62789
63396 Graphic, RVLM06F Remote	(N) -	RVLM06F, Place in right graphic holder, replace 62790

Items Sent Direct to Store:

63148 Insert, Disp Gpk Custom Robo DS	(D6x) -	titlesheet for placement in existing DS cases

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Kay Bee

NO POP SENT

K- Mart

Items Included in Retailer Kit:

63269 Static Cling, Wii Q1	(N)
63314 Static Cling, Pok Di/Prl Presell	(N)

Meijer

Items Included in Retailer Kit:

63234 Dangler, Tbar Wii Q1	(N)
63269 Static Cling, Wii Q1	(N)
63314 Static Cling, Pok Di/Prl Presell	(N)

Nebraska Furniture Mart

Items Included in DS Interactive Kit:

63335 Demo, Gpk NTR Wario MD –PT	(N) -	NTRM04DF, replace 62484, Kirby Squeak
63153 Graphic, DS Floor/Counter Wario MD	(N) -	NTRM04DF, replace 62440, Kirby Squeak

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Sears

NO POP SENT

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* - Indicates that you must scan the barcode on this item.

ShopKo

NO POP SENT

Target

Items Included in Retailer Kit:

63269	Static Cling, Wii Q1	(N)
63314	Static Cling, Pok Di/Prl Presell	(N)

Toys "R" Us

Items Included in Retailer Kit:

63235	Dangler, Blade Wii Q1	(N)
63147	Dangler, Blade Custom Robo DS	(N)
63269	Static Cling, Wii Q1	(N) - RZone
63314	Static Cling, Pok Di/Prl Presell	(N) - RZone

Items NOT Included in Retailer Kit:

Suggested:

63233	Poster, Static Wii Q1 15x20	(N)
63316	Poster, Static Pok Di/Pl Presell	(N)

Rzone Overhead Signage: Month of March 2007

The following signage should be in the overhead sign holders in the Rzone. If this signage is not up, please ask the store associate to visit the Promotional Arts website and order them.

1.) Wario Master of Disguise (DS)
2.) Custom Robo (DS)
3.) Wii Q1

If you need to order the logo bars that go underneath the signs please use the PN's below:

57849	Graphic, TRU Overhead Logo Bar AGB
57850	Graphic, TRU Overhead Logo Bar GCN
57848	Graphic, TRU Overhead Logo Bar NTR

Transworld

(Include Coconuts, FYE, Record Town, and Saturday Matinee)

Items Included in Retailer Kit:

63234	Dangler, Tbar Wii Q1	(N)

Virgin

NO POP SENT

Wal-Mart

NO POP SENT

* - Indicates that you must scan the barcode on this item.

SELL SHEETS

Wii Q1

Dangler, Tbar Wii Q1
63234
NMI: Fred Meyer
Fry's
GameStop
Meijer
Transworld

Dangler, Blade Wii Q1
63235
NMI: TRU

Static Cling, Wii Q1
63269
NMI: KMart - place on glass case in Wii section
Meijer
Target
TRU RZone

Graphic, NR Twr Wii Q1
63236
DTS: GameCrazy, replace 60243,
Brain Age
SEE PLACEMENT GUIDE

Poster, Static Wii Q1 15x20
63233
NMI: You will receive a qty of these.
Suggested Accts: GameCrazy
GameStop
TRU

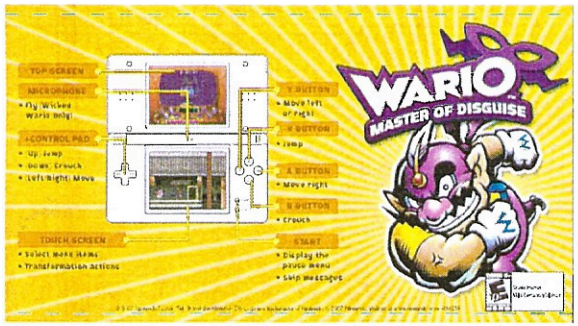
Custom Robo Arena

Dangler, Blade Custom Robo DS
63147
NMI: TRU (all)

Insert, Disp GPK Custom Robo DS
63148
DTS: GameStop (6x)

DS Interactive Update: Wario Master of Disguise & Diddy Kong Racing

Demo GPK NTR, Wario MD - PT
63335
NMI: NTRM04DF, Replace 62484, Kirby Sqk-PT
NTRM04ND. Replace 62323, EliteBA - FL



Graphic, DS Floor/Counter Wario MD
63153
NMI: NTRM04DF - Replace 62440, Kirby Sque

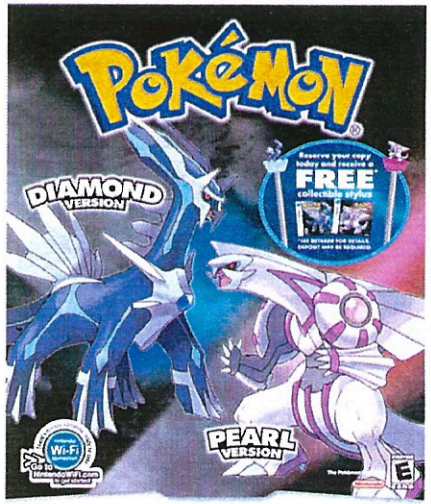
Demo GPK NTR, Ddy K Racing - FL
63004
NMI: NTRM04ND, Replace 62178, Yoshi Island DS

Graphic DS, Dual Inline Diddy/Wario
63006
NMI: NTRM04ND, Replace 62043 EBA/Yoshi

Pokémon Diamond & Pokémon Pearl Presell POP

Shelf Sign, Pok Di/Prl Presell 8x3
63237
NMI: GameCrazy/Hollywood Video (2x)
Place in Hollywood Video Kids' section
SEE PLACEMENT GUIDE

Static Cling, Pok Di/Prl Presell
63314
NMI: KMart
Meijer
Target
TRU Rzone



Poster, Static Pok Di/Prl Presell
63316
NMI: You will receive a qty of these.
Suggested Accts: GameCrazy
GameStop
TRU

APPROVAL SHEETS

GameStop

625 WESTPORT PARKWAY • GRAPEVINE, TEXAS 76051 • 817-424-2000 • FAX: 817-424-2002

To: Store Manager
From: Visual Merchandising Dept.
Date: 2/9/07
RE: New poster for Wii interactive

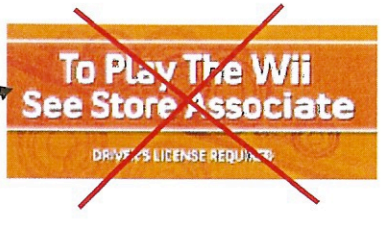
The "See a Store Associate…." poster (shown below) is approved for use with the Wii interactive. Nintendo Representatives will be installing these posters on store visits throughout the month of February. Once the new "See Store Associate…" poster is inserted into the signholder underneath the monitor on the Wii interactive, please remove the orange "To Play the Wii….." 7"x3" sticker (supplied in the 1/29 marketing kit) from the front of the unit and discard.

Stores without a Nintendo Representative will receive the new "See Store Associate…" poster in a direct to store shipment by the end of February.

Thank you for your cooperation.

"See a Store Associate…" poster inserted into the signholder underneath the monitor on the Wii interactive unit. Nintendo Representatives will supply the poster on store visits during the month of February.

After the above poster is installed on the Wii interactive, be sure to remove the 7"x3" orange sticker (supplied in the 1/29 marketing kit) from the front of the unit and discard.



INSTRUCTION SHEETS/ PLACEMENT GUIDES

Placement Guide

PN 63237
Shelf Sign, Pok Di /Prl Presell 8x3

Place in Hollywood Video Kids Section near Pokemon Videos

Game Crazy New Release Tower Placement Guide

Graphic,Update, Shipping 2/20

Sides 1 & 2

#1 - DS Download V4

#2 - Pokemon Ranger

#3 - Wii Play

#4 - Elite Beat Agents

5 - DS Colors

#6 - Diddy Kong Racing DS

#7 - Zelda Twilight Princess- Wii

#8 - Nintendogs Dalmatian

#9- Wii Q1

#10- Excite Truck

#11 - Zelda Twilight Princess- GCN

#12 - Yoshi's Island DS

Sides 3 & 4

#13 - Wario Ware Smooth Moves

#14 - Final Fantasy VI

#15 - Kirby Squeak Squad

#16 - Wario Master Of Disguise